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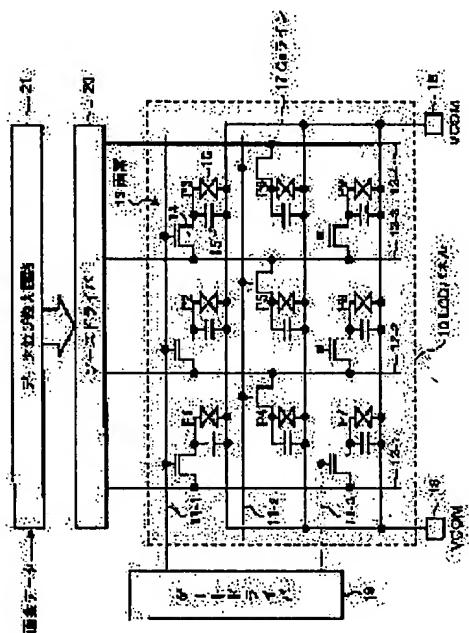
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(54) LIQUID CRYSTAL DISPLAY DEVICE AND ITS DRIVING METHOD

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a liquid crystal display device realizing the reduction of power consumption in a horizontal driving circuit caused by charging and discharging of the signal lines, and a driving method therefor.

SOLUTION: In an active matrix type liquid crystal display device, the pixels 13 of each column are connected with signal lines adjoining each other, for example, connected with the signal lines 12-2, 12-3 alternately in every two lines, and, on the other hand, with respect to each signal line 12-1, 12-2, 12-3, 12-4, adjoining pixels in the direction of a row are of the same polarity and adjoining pixels in the direction of a column are of a reversed polarity to each other. In addition, the pixel data whose relation of the polarity is reversed in every field, that is, pixel data adapted to column inversion (field inversion) driving are supplied, and thus dot inversion driving for inverting the polarities of the pixel potentials to each other between vertical and horizontal adjoining pixels is realized.



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